

VOTE YES ON 29 TO SUPPORT CANCER RESEARCH AND SAVE LIVES.

Prop. 29, the California Cancer Research Act, is based on a simple but powerful idea. It creates a new \$1 tobacco tax – PAID ONLY BY THOSE WHO CHOOSE TO SMOKE.

The American Cancer Society, American Heart Association and American Lung Association sponsored this measure because they know that taxing tobacco saves lives. The tobacco companies oppose this measure for the same reason. Big tobacco knows that ninety percent of smokers start as teens.

YES ON PROP. 29 SUPPORTS CANCER RESEARCH. THE MONEY GOES DIRECTLY TO RESEARCH DOCTORS AND SCIENTISTS - POLITICIANS CAN'T TOUCH IT.

Cancer is the world's most deadly killer –smoking is its leading cause. Cancer has touched every family in our state. California's scientists are at the forefront of life-saving research in the detection, treatment, prevention and cure of cancer, heart disease, and other smoking-related illnesses. They're making great strides, but there's much to be done. Prop. 29 generates nearly \$600 million for their research – and continues the search for cures.

YES ON PROP. 29 KEEPS KIDS FROM SMOKING – AND SAVES LIVES.

Tobacco companies still spend millions marketing their products – every year, more than 34,000 California kids start smoking. Prop. 29 helps smokers quit and discourages kids from smoking in the first place. An extra \$1 tobacco tax might not sound like much, but to a teenager, it could make starting to smoke more trouble than it's worth. Public health experts estimate Prop. 29 will stop 228,000 kids from smoking. And those same experts estimate Prop. 29 will save the lives of 104,000 smokers who quit, sparing the pain and cost of battling cancer, emphysema or heart disease.

WHO OPPOSES PROP. 29? TOBACCO COMPANIES.

They've hired a legion of high-priced lobbyists and political consultants. They're spending to defeat Prop. 29. Why? To protect their profits. Don't be fooled by scare tactics and campaign smoke screens.

READ PROP. 29 FOR YOURSELF!

You'll see that PROP. 29 includes strict safeguards and real accountability. POLITICIANS WON'T DECIDE WHERE THE MONEY GOES – CALIFORNIA RESEARCH DOCTORS AND SCIENTISTS WILL.

Prop. 29 keeps funding decisions in the hands of an independent panel of California's leading research organizations, trusted public health advocates and cancer survivors themselves.

Prop. 29 sets aside funds to prevent cigarette smuggling. Prop. 29 requires audits to ensure all funds are spent properly.

AND REMEMBER, IF YOU DON'T SMOKE, YOU DON'T PAY.

No one can say when we'll find a cure for every cancer, but every dollar for research helps bring that day closer. In the few minutes you've spent reading this, someone new was diagnosed with cancer— someone's mother, father, son or daughter – one more family now looking for hope. Yes on Prop. 29 takes \$1 wasted on cigarettes and dedicates it to the search for a cure. It could help save the life of someone you love.

SUPPORT CANCER RESERACH. SAVE LIVES. VOTE YES ON PROP. 29, THE CALIFORNIA CANCER RESEARCH ACT.

SUBJECT TO COURT
ORDERED CHANGES

Authors of Argument in Favor of Prop 29: titles and order

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